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PROFILE

Closing in on five years of professional work experience, my career so far, has seen me grow from a content editor to a content manager and now a social media consultant, specific to content creation strategy. For the most part, my work has seen me delve primarily into the digital space and so I remain comfortable in that realm, finding social media intriguing.

Having been given consistent opportunities to explore the many avenues of social media has fueled my interest in this space. Owing to which, the Parachute Advansed Nargis Monsoon Diaries campaign that I spearheaded was shortlisted for best Digital Content Creation Strategy Media Abby - GoaFest (2013).

That being said however, my interest has and always will be travel writing and as you will see was the reason for me to join and work with mygola.com for one and a half years after it was launched.

SKILLS

Being extremely organised goes a long way when working under stress and that is probably why one of my other strengths lies in working well under stress. Besides this I'm sufficiently well versed with the internet and the digital space, moreover my interest in the space ensures I'm updated with the latest developments in the area.

CONSULTANCY & FREELANCE WORK

Social Media Consultant & Writer, 7Vachan.com, New Delhi — February 2014 - Present

Developing content for the websites social media page in order to best communicate with the relevant target audience.

Social Media Consultant, Fisheye Creative India, Bangalore, Karnataka — June 2013 - Present

Developing content and creative driven social media strategy for a few of the agency's major clients. Ranging from Barbeque Nation (all India), Paper Boat and a few others to come on board in the near future

Social Media Consultant & Writer, Purple Hat Creative Services, Bangalore, Karnataka — June 2013 - Present

Conceptualizing and executing social media strategy relevant to the various brands and clients that the agency works along side. Including the likes of Orion Mall, JSS University and Manipal Hospital.

Freelance Copywriter, Kreo Design, Bangalore, Karnataka - December 2013 – July 2014

Worked on copy for the Bosch DIY store, the Diwali and Christmas gifting campaign, Scot Bikes cycling expedition and the Kreo Website.

Social Media Consultant, 1985.co.in, Bangalore, Karnataka — November 2013 – March 2014

Assisting the business development team in creating a substantial social media presence in order to reach clients around the world.

Social Media Consultant & Writer, Weber-Stephen Barbecue India, Bangalore, Karnataka June 2013 - December 2013

Analysing and creating a social media strategy for the brand in India to help generate an interest in the barbequing experience that Weber is widely known for.

Social Media Consultant & Writer, HungerDrift.com, Bangalore, Karnataka April 2013 - August 2013

Creating a social media strategy and content for the brand to help reach the food enthusiast audience in India and abroad. Also created a short 15 second animated video for the brand.

Social Media Consultant & Client Servicing Executive, Happy Creative Services, Bangalore, Karnataka — February 2013 - April 2013

The sole point of contact for social media creative work on the Flipkart brand, working along with the creative team to conceptualise and deliver high quality creatives specific to the clients need. While simultaneously working along with other creative teams to deliver quality creatives for clients like Ola Cabs, Amante Lingerie and Four Clover.

Social Media Consultant, United Designer Brands - theprivatesales.com, Bangalore, Karnataka — January 2012 - March 2012

Managed all communication on the social media front i.e Facebook, Twitter, Google plus and Youtube primarily. Responsible for the ORM of the company. Assisted in event creative's i.e helping develop ideas for month specific offers related to the fashion industry. Increased the total reach of the Facebook and Twitter channels by increasing the number of posts and improving the quality of the posts.

Social Media Consultant & Writer, Hungry Hogs, Bangalore, Karnataka — October 2009 - December 2011

Played a key role in building the brands presence in the digital space, particularly social media. Initially by creating a brand presence on Facebook and Twitter, to eventually widening the social media presence to other channels by building their blog and developing SEO content, specific to the brand.

Social Media Consultant & Writer, Solder (Music Band), Bangalore, Karnataka — October 2010 - June 2011

Helped the band build a relevant social media presence while also reporting their music events and writing relevant SEO content to generate interest in the band ensuring the band a good audience at shows.

Freelance Content Writer, Content Builders, New Delhi — October 2009 - October 2010

Developed project specific content for various international clients. Wrote SEO articles for various clients.

CORPORATE EXPERIENCE

Social Media Content Manager, Madison Media, Bangalore, Karnataka — March 2012 - January 2013

Headed the content creation and strategy front for the Madison Digital team, specific to social media. My proudest moment was spearheading the Parachute Advansed Nargis Monsoon Diaries social media campaign that was shortlisted for a Media Abby (2013) - 'Best Content Creation Strategy'.

Under Marico I handled the Parachute Advansed, Parachute Advansed Body Lotion and Saffola Life brand pages on social media. In addition I handled Godrej's Ezee and Nupur brand pages along side consulting on various ITC and Britannia brand pages.

Content Manager, mygola.com, Bangalore, Karnataka — April 2010 - December 2011

Developed travel related research content for clients and was recognized for initiating the freelancer programme.

For the freelancing programme I developed training material that included producing and editing basic training videos while also training freelancers first hand. I was effectively the sole point of contact for all freelancers which also meant being responsible for developing interactive programmes to keep freelancers engaged. I was also responsible for the quality of the content being sent out, conducting regular quality checks. Over time I was promoted to handle PR and marketing outreach for the company on social media.

Content Editor, Four Interactive, asklaila.com, Bangalore, Karnataka — August 2009 - April 2010

Responsible for handling the nightlife mobile alerts across nine core cities, while also handling English and Tamil movie, mobile alerts across the core cities and seventy four peripheral cities. Besides mobile alerts I was in charge of writing business listing descriptions for various clients who paid to advertise on the website, this included writing advertorials and the like. Eventually I was also asked to handle marketing alerts for the website on social networking websites.

INTERNSHIPS

Programming Intern, Radio Indigo 91.9FM, Bangalore, Karnataka — June 2008 - August 2008

Worked on response generation for two morning shows. Provided production content for three daily shows. Provided segment specific content for two weekend shows. The internship culminated in hosting an hour's segment for a weekday show.

Content Creation Intern, Wipro Technologies, Bangalore, Karnataka — June 2007 - July 2007

Designed mailers to create awareness amongst employees about the addition of a new section to the company's intranet. Suggested and created new content for the new section added to the intranet site. Worked on ideas for the redesigning of the home page of the intranet while also working on the campaign to revamp the intranet homepage. Worked on a campaign plan for the integration of other divisions of Wipro under one intranet homepage. Worked on a content plan for the theme of the month. Edited content for a travel section

Public Relations Intern, 20:20 Media, Bangalore, Karnataka — February 2006 - May 2006

Wrote press releases for various clients and worked with executives to come up with press engagement activities. Helped with training sessions held on a weekly basis in the organization and conducted one session on team building. Assisted with press conferences. One on one interaction with journalists at press conferences.

EDUCATION

Jyoti Nivas College, Bangalore University, Bangalore Bachelors Degree in Arts, 2009

REFERENCES & PORTFOLIO

References and links to my portfolio of work are available on request.